



Approved Audits/Applications Committee 1/25/10

Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Press Trip: Larcom  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The Flathead CVB will host Liz & Craig Larcom Jan 4-7, 2010. They are free-lance travel writers on-assignment for Northwest Travel Magazine. They are writing an editorial on Spring/Summer Arts & Culture in Kalispell and surrounding area for their March/April 2010 issue. The FCVB was approached to cover the cost of their lodging during their stay and make an appointment with the Conrad Mansion, since it's typically closed in the winter months.

**Project Objectives**

1. Increase inquiries to the call center by 1% over FY'09
2. Increase use of the web site by 2% over FY'09
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'09
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 1% over FY'09
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'09

*These objectives support the following marketing goals:*

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

**Support of the FCVB Marketing Plan**

Press Trips are in support of our Public Relations efforts. The goal of a press trip is to achieve editorial coverage, which is invaluable and the FCVB would not be able to afford such coverage in advertising alone. We will invite Travel Writers that are targeted based on their ability to reach our demographic and geographic markets.

**Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

Written editorial

**Budget**

Public Relations: Press Trips  
 Lodging.....\$208.65

**Total Budget .....\$208.65**